



BROAD & WASHINGTON

The City of Falls Church, Virginia

Rezoning & Special Exception Review

March 20, 2017

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DECEMBER 2015 SUBMISSION



CURRENT SUBMISSION



Develop an enduring building that celebrates, showcases and supports the local cultural and community activities that make the City of Falls Church a vibrant, engaging and special place to live.

46,050	GROCERY SQUARE FOOTAGE	0
33,400	OFFICE SQUARE FOOTAGE	66,700
309,300	RESIDENTAIL SQUARE FOOTAGE	297,600
303	RESIDENTIAL UNITS	292
20,550	RETAIL SQUARE FOOTAGE	26,300
5 (On Park Place)	LOADING BAYS	2 (All Internal)
3 (1 on Park; 1 on Washington; 1 on Broad)	GARAGE ENTRANCES	2 (1 on Washington; 1 on Broad)
65’-76’	HEIGHT - LAWTON STREET	57’ - 65’
76’ - 91’	HEIGHT - BROAD STREET	65’ - 89’
78’ -91’	HEIGHT - N. WASHINGTON STREET	74’- 89’
14’ up to 18’	LAWTON STREET SETBACK FROM CURB	24’-10” up to 26’
169	GROCERY PARKING SPACES	0
374	RESIDENTIAL & OFFICE PARKING SPACES	495
292	RETAIL PARKING SPACES	105

PROJECT SUMMARY

Broad and Washington is an urban, pedestrian friendly, mixed-use project that will enhance the Downtown Area's Core Entertainment Area. The project combines exciting restaurant and retail space on the ground floor, a prominent office use, and multi-family residential to create a vibrant development that furthers the City's Comprehensive Plan goals and the Downtown Falls Church small area plan's vision. The project meets or exceeds the primary and secondary criteria use to evaluate the merits of special exception applications.

PROJECT ATTRIBUTES

- Vibrant mixed-use development containing retail, restaurants, office, Creative Cauldron Theater, and residential that will invigorate the Core Entertainment Area.
- Provides 66,700 square feet of office, which increases office floor area above the existing condition.
- Approximately 26,300 square feet of ground floor retail fronting on both Washington Street and E. Broad Street, with outdoor seating anticipated for high-end restaurant uses.
- 5,000 square feet community theater space for Creative Cauldron on E. Broad Street that will bookend the eastern end of the Downtown Area.
- Creates significant direct and indirect financial benefits for the City through the replacement of declining office assets with an increased amount of new office, along with new restaurant, retail, and multi-family residential.
- Significant positive net fiscal impact for the City of \$31.4 million.
- Goal of LEED Silver certification.
- Complements existing uses in the Core Entertainment area, including the State Theater, Clare and Don's Beach Shack and Argia's while showcasing, supporting and promoting local cultural activities making Falls Church a vibrant, engaging and special place to live.
- Creates interior and exterior gathering spaces that feel like 'home' and are warm, welcoming and facilitate a sense of community engagement with serendipitous interactions.
- Develop an enduring building that respects the history of Falls Church with timeless, sophisticated spaces that age gracefully and enhances its surrounding neighborhood.
- Architecture is a disciplined blend of time-tested solutions with a contemporary flair designed to evoke a timeless feeling and not a 'look'.
- Commitment to high quality materials and craftsmanship.
- Ground floor restaurants along arcade, street retail, office entrance, and residential entrance provide an urban, walkable, pedestrian friendly street edge.
- Structured parking for all uses are mostly provided below grade or screened from E. Broad Street, Washington Street and Lawton Street by retail or landscaping.
- Heavily amenitized residential community with pool, courtyards, fitness area, and indoor and outdoor gathering spaces.
- Provide appropriate buffering and screening for adjacent residential property.



EXISTING SITE INFORMATION

Proposed development represents a significant upgrade over existing conditions on the property. Additionally, it precludes by-right development of uses that are inconsistent with the Downtown Falls Church small area plan and the Comprehensive Plan.

The project consolidates three properties along the north side of E. Broad Street between North Washington Street and Lawton Street. The properties are currently developed with a surface parked office building at the intersection of E. Broad Street and North Washington Street, a surface parked Applebee’s restaurant, and a surface parked medical office building at the intersection of E. Broad Street and Lawton Street.



EXISTING PROPERTY DATA

ADDRESS:
100 N. Washington Street, 127 E. Broad Street, and 131 E. Broad Street

REAL PROPERTY CODE:
53-104-051, 53-104-036, and 53-104-050

AREA:
2.68 acres

ZONING B-2:
B-2 and T-1

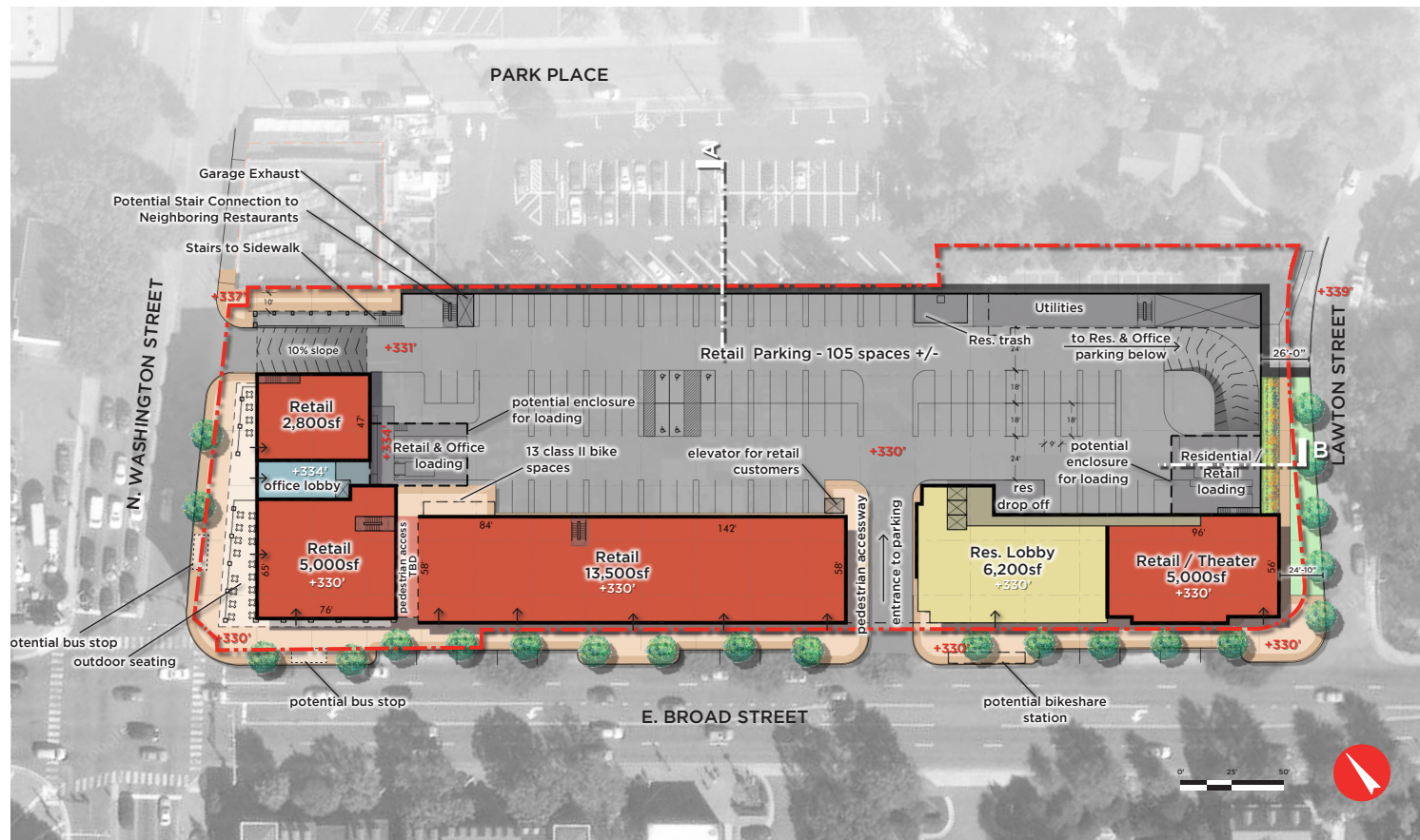
COMPREHENSIVE PLAN DESIGNATION:
Business and Transitional

EXISTING COMMERCIAL SPACE:
65,347 sf (total)



OVERALL VISION

Broad and Washington represents a vibrant form of true mixed-use development that accomplishes the City's goals of creating a lively entertainment area at a key intersection within the City. This true mixed-use concept is unlike any other development in the City in terms of the varied mix of uses and significant amount of ground floor restaurants and retail uses. Broad and Washington will be a place where people feel rooted and relaxed with spaces that are warm and welcoming with comfortable furnishings, engaging artwork, and quality pieces that together evoke the right mix of quality, coziness, and sophistication.



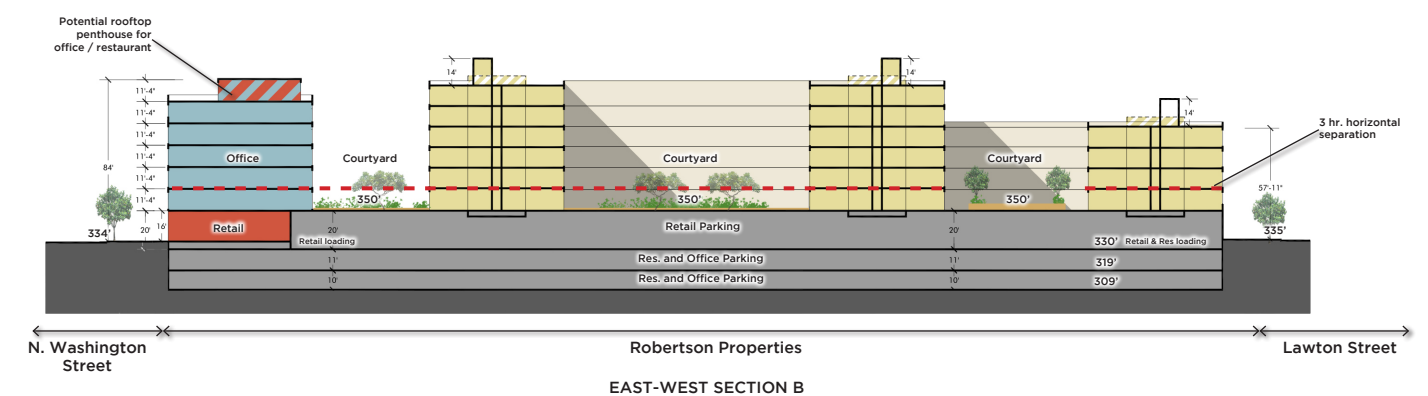
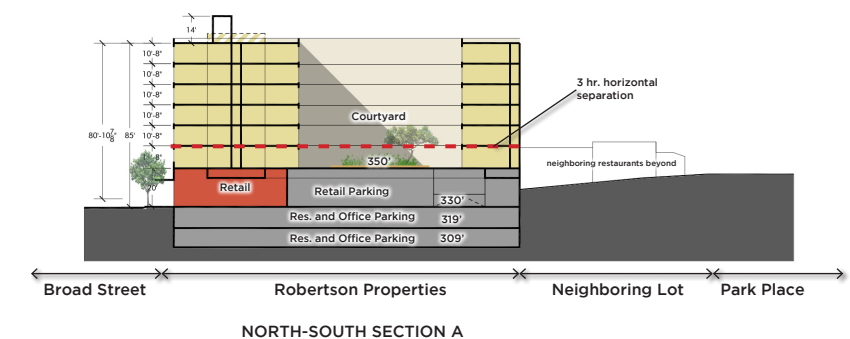
The proposed development will require a rezoning of the property located at 131 E. Broad Street (RPC: 53-104-050) from the T-1 zoning district to the B-2 zoning district. This rezoning will allow for a fully realized development of the property and appropriate benefits to the City. Additionally, special exceptions for residential use within a mixed-use project and for a height bonus are required.

The project incorporates well designed ground-floor retail and restaurant spaces with outdoor seating space in a covered arcade, office and residential lobbies, and a potential community theater to create a varied and vibrant pedestrian realm. The ground-floor uses cover the entire frontage of the building along N. Washington Street and E. Broad Street. The ground floor community theater is an opportunity to provide a community benefit in a key site in the City. The community theater use also fits in well with the entertainment recommendations in the small area plan. The project also includes 66,700 square feet of office use, which increases the amount of office uses on the property. The office component is located at the prominent corner of Broad and Washington, which has the added benefit of providing a buffer between the commercial use and adjacent residences on Lawton Street. Finally, the project

includes 292 units of highly amenitized multi-family residential.

The wide mix of uses included in the project complement each other and the surrounding area. The restaurants, retail, and community theater provide a significant amenity to both residents and office workers in the building and the broader community. The significant office component and residential uses should help provide a critical mass for the restaurants and retail, with the office use providing day time patrons and the residential uses providing patrons on nights and weekends. The addition of the proposed restaurants and retail also complement the existing uses and attractions in the area, as well as the proposed community theater. These uses will provide additional incentive for people attending a show at the State Theater or the on-site theater to come early for the additional restaurant and retail amenities.

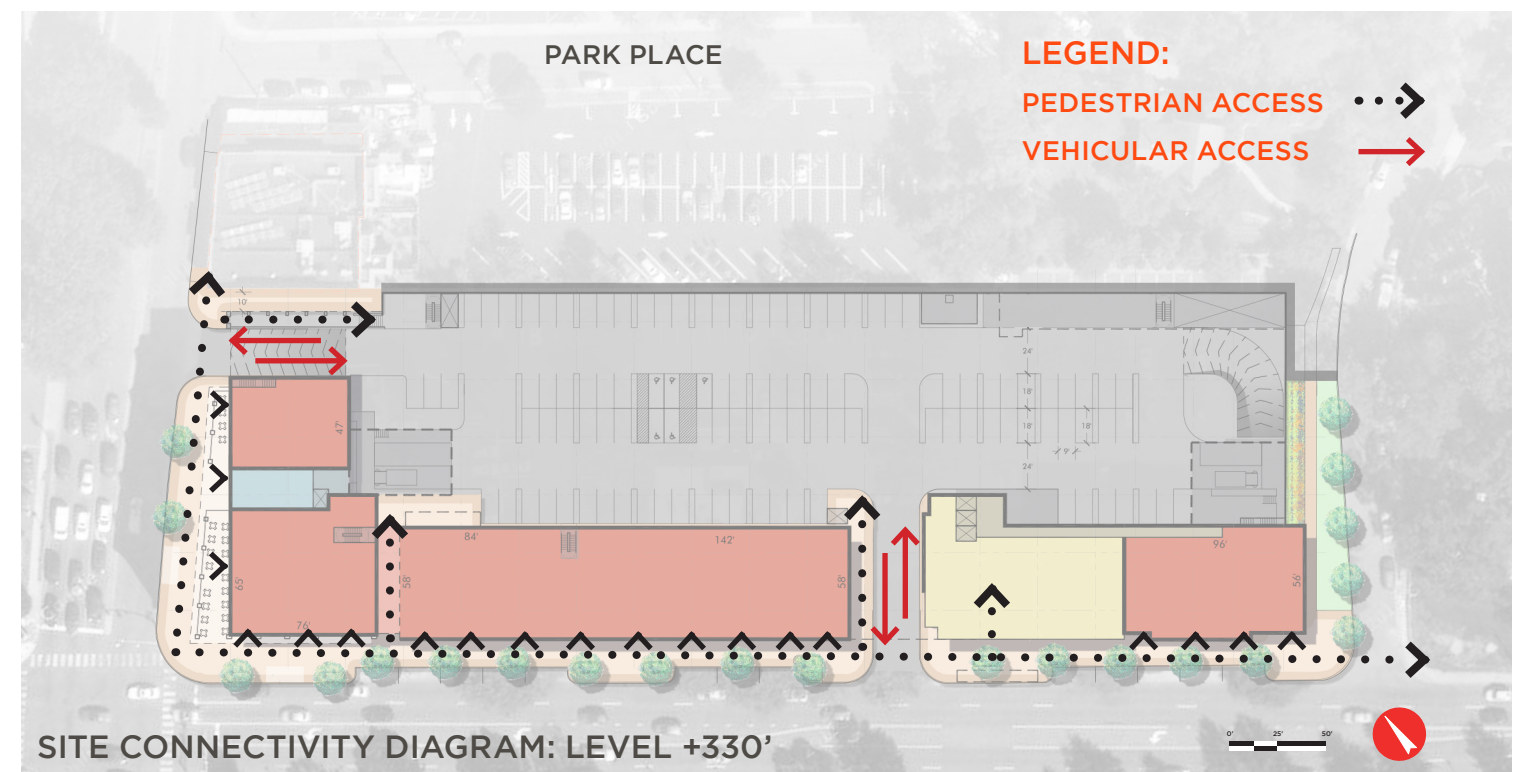
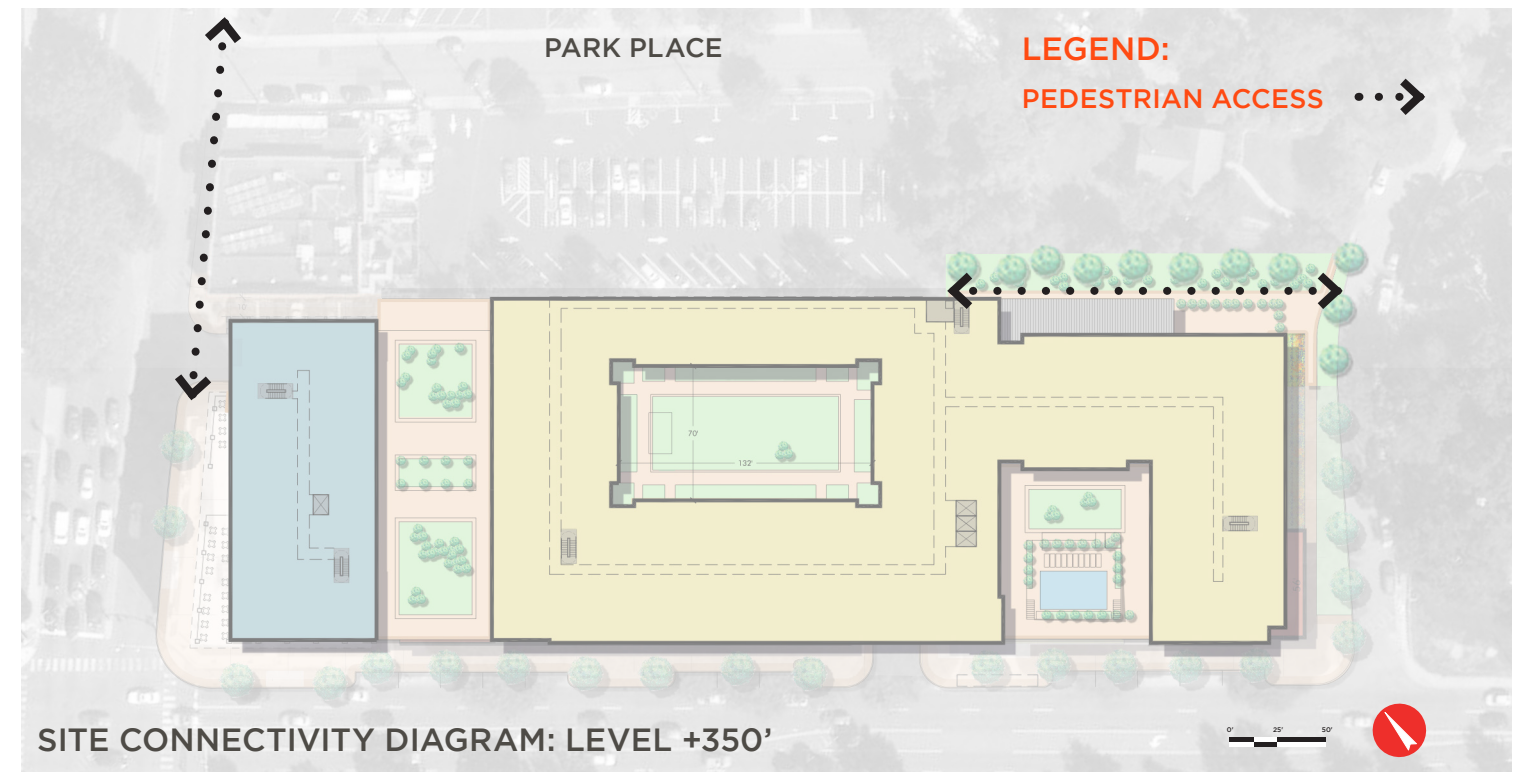
Overall, the addition of office workers during the day and residents on evenings and weekends, along with the retail, restaurants, and community theater will create a vibrant, pedestrian friendly project at one of the main intersections within the City.



SITE CONNECTIVITY AND PEDESTRIAN REALM

Create a vibrant, walkable, pedestrian friendly experience along E. Broad Street and N. Washington Street through the use of architectural design, activated ground-floor retail, restaurants, community theater, office and residential entrances, outdoor seating, and a wider, more inviting, pedestrian realm.

- Comply with City urban design standards for the pedestrian realm through the provision of a 20 foot wide pedestrian zone along E. Broad Street and N. Washington Street..
- The pedestrian realm will include brick paved sidewalks, pedestrian-scaled street furniture and lighting, and attractive landscaping.
- Provide on-street parking on E. Broad Street to buffer the pedestrian realm from the vehicular realm thereby creating a safer, vibrant street experience
- Bike racks will be provided on site, along with separate bike storage areas for residents and office/retail workers. The bike storage area will include showers for office workers.
- Outdoor seating along N. Washington Street is provided in a terraced arcade with direct access to the adjacent restaurant spaces.
- Logical vehicular access points are provided along E. Broad Street and N. Washington Street.
- Loading for commercial and residential uses is provided inside the screened parking garage.



ARCHITECTURAL DESIGN

The building seeks to engage the surrounding community through its sensitively-scaled massing, pedestrian-friendly retail frontage and thoughtful application of the right materials at the right scales.

- Creates a vibrant, active facade along E. Broad and N. Washington Streets.
- Extends retail along N. Washington to connect with the State Theater and provide for a vibrant, pedestrian street.
- The building provides shelter for outdoor dining and abundant retail storefront to enliven the pedestrian experience at the sidewalk level.
- Residential balconies and a raised residential amenity terrace enliven the building's facade.
- Quality materials continue across all elevations.
- The building is divided into smaller masses to evoke the rhythm of urban blocks.
- Corner office building is set back at the intersection of Broad & Washington Streets to create a human-scaled, pedestrian-friendly, two-story corner feature.
- The residential building steps down as it reaches Lawton street to softly address the residential character of the adjacent residential neighborhood.
- The residential building's main terrace and entrance tower feature faces the Historic Falls Church, paying homage to a celebrated Falls Church icon.



COMPREHENSIVE PLAN COMPLIANCE

The proposed development is located in the Downtown/City Center area and fulfills the plan’s vision and goals for that area by creating a vibrant, urban, streetscape with a varied mix of uses that will bookend the eastern end of downtown Falls Church. Most of the guidance in the Comprehensive Plan for this area is directed toward the City Center, which does not include the property. However, there is some specific language applicable to this property in the general text and the more general Land Use and Economic Development Goals in the Comprehensive Plan.

- Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City (Chapter 4 – Goal 9).

The proposed project contains a significant commercial component that furthers the goal and accomplishes the associated strategies. The proposed commercial uses allow residents to meet their needs locally and will reduce auto trips to outside the City. The mix of office, retail, and restaurants will provide the needed services to the City’s residents, including residents of this project. The project also maximizes the amount of net new commercial space and net new commercial revenue to the City.
- Ensure that parking solutions enhance the character and efficiency of commercial areas (Chapter 4 – Goal 12).

The surface parking for the three existing buildings will be replaced with a structured garage that is mostly below grade or screened from view by retail. The varied mix of uses will allow for shared parking on the site, thereby reducing the overall number of needed spaces. Parking demand will further be diminished by the provision of public bike parking and private enclosed bike storage. The project also proposes on-street parking along E. Broad Street, which will slow vehicular traffic and frame and buffer the pedestrian realm.
- Promote efficient use of land within the City’s commercial corridors (Chapter 4 – Goal 14).

As provided in the strategy for implementing this goal, the project is a multi-story building that is seeking a 15 foot increase in by-right height to efficiently use the available land.



DOWNTOWN SMALL AREA PLAN COMPLIANCE

Core Entertainment Area

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is “meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces.”

The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, a potential community theater is proposed, which will directly add to the available entertainment options in the area and citywide. The varied mix of uses will create an active street during the day, and in the evenings and weekends.

Key Concepts

The proposed development is in harmony with and accomplishes the five key concepts for the Downtown Falls Church POA by increasing the tax base, improving the quality of life for City residents, and capturing a regional customer base for the area.

Leverage Existing Businesses

The proposed mix of retail, restaurants, office, residential, and a community theater will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. The potential community theater leverages the existing entertainment venue to create a hub of activity. Additionally, patrons of the community theater will support existing local businesses before and after shows.

Effectively Manage Growth

The plan calls for keeping “popular business and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses”. The proposed project consolidates three existing properties, removes the existing uncoordinated surface parking and drive aisles, and provides a varied mix of uses that will increase the coordinated development in the Downtown POA, while still maintaining the character of the area.

Improve Connections

The proposed project improves pedestrian connections within the Downtown POA by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians to access the proposed use and area restaurants and attractions. Additionally, the consolidated structured parking will provide pedestrians arriving by car access to all surrounding attractions. The project also promotes bike usage by providing public bike parking as well as private enclosed bike storage within the building for residents and office workers.

Provide Public Parking

The proposed parking structure compliments the adjacent public parking on the City lot. Public parking is also provided on-street along E. Broad Street. While no public parking is proposed inside the garage, the project should help the overall parking situation by providing appropriate levels of parking for the proposed uses. Providing dedicated parking for office workers and residents will increase the critical mass of patrons for surrounding businesses, while limiting any demand for public parking by those employees and residents.

Encourage Thoughtful Design

The project’s design creates an urban, highly walkable, and active public street that is at a pedestrian scale. Outdoor seating along E. Broad Street, including the arcade area, create a vibrant and active street that encourages pedestrian activity. Additionally, the building is designed to a scale that complements the pedestrian realm. LEED Silver certification will be pursued for the project and rooftop amenities are provided. Bike parking is provided for both the public and in a private storage area with showers for residents and office workers. Parking is screened from public view and designed to limit disruption of the pedestrian realm.



DESIGN GUIDELINE COMPLIANCE

The high quality architectural design furthers the City's Design Guidelines by creating appropriately scaled buildings with interesting and unique facades on all four sides of the building and through enhancement to streetscapes along E. Broad Street and N. Washington Street.

- Provides appropriate landscaping to define the pedestrian realm and create an attractive pedestrian realm.
- Utilizes special paving materials for sidewalks and minimizes curb cuts along E. Broad Street and N. Washington Street.
- Building and ground-floor uses are oriented toward E. Broad Street and N. Washington Street.
- The building's design is used to create an urban edge that is scaled for the pedestrian realm.
- Service areas are located inside the screened parking garage.
- Parking is provided in a structured garage that is mostly below grade or screened from view at street level by retail.
- Project architecture is a significant upgrade over existing uses on the site, which do not meet the City's design guidelines.



ABOUT INSIGHT PROPERTY GROUP LLC



Insight Property Group Infuses value into each development and acquisition project, often through intensive land-use, re-zoning and design processes.

- Our purpose is to provide great homes for our residents and compelling spaces for our retailers, create value for our investors, and give back to our communities. We aim to deliver thoughtfully crafted buildings that become integral to their neighborhoods.
- We want each of our properties to feel uniquely of its place. We focus on the details, and handpick dedicated teams of architects, engineers, contractors and builders, artists and craftsmen capable of making this happen. We stay deeply engaged with our various partners, mindful that we're not only constructing buildings; we're crafting communities and homes.
- Principals and senior leadership team are industry veterans with a significant track record of success in the Washington, DC real estate marketplace with more than 50 years of experience in the greater DC real estate market and acquisition/development in excess of 15,000 apartments and condominium.
- Consistently deliver superior projects that demonstrate the breadth of skills and deep understanding of the growth, demands, and nature of the real estate market in the Washington, DC metro area.
- Apply unique understanding of DC's neighborhoods to focus on select areas that are ripe for acquisition or development.
- Work to become part of the neighborhoods' growth and development and is dedicated to building in areas where it hopes to remain long-term.

RECENT & UPCOMING INSIGHT PROJECTS

The Apollo

H Street NE Corridor

- 431 apartments, 40,000 SF Whole Foods, 12,000 SF of retail, 32,000 SF of WeWork office
- PUD rezoning in DC, completed within eighteen months after properties acquired
- Opened November, 2016

Fenwick

310 Apartments in Downtown Silver Spring, MD

- Acquired 2012
- Rezoning completed in less than a year through Montgomery County Park & Planning
- First LEED Gold Residential Building in Montgomery County
- Started Construction in 2013, Completed in Summer 2014
- 95% leased

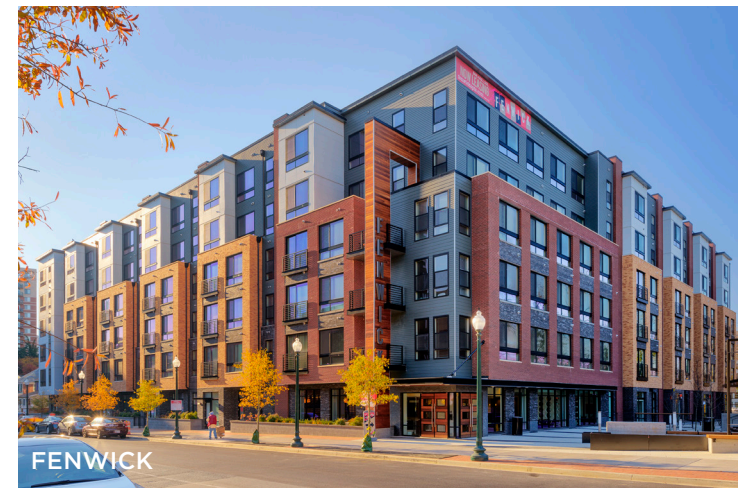
1300 H Street NE

H Street NE Corridor

- 40 Apartments & 6,500 SF of Retail
- DC RFP in partnership with Rise Development
- Received BZA approval
- Expect to start construction 2017



BUCHANAN PARK



FENWICK

The Shelby

240 Apartments in Huntington Section of Alexandria, VA

- Acquired 2012
- Rezoned through Fairfax County process
- Started Construction in 2013, Completed in Summer, 2014
- Contains 100 pieces of original art commissioned by local artists
- Sold in 2016

Grayson Flats

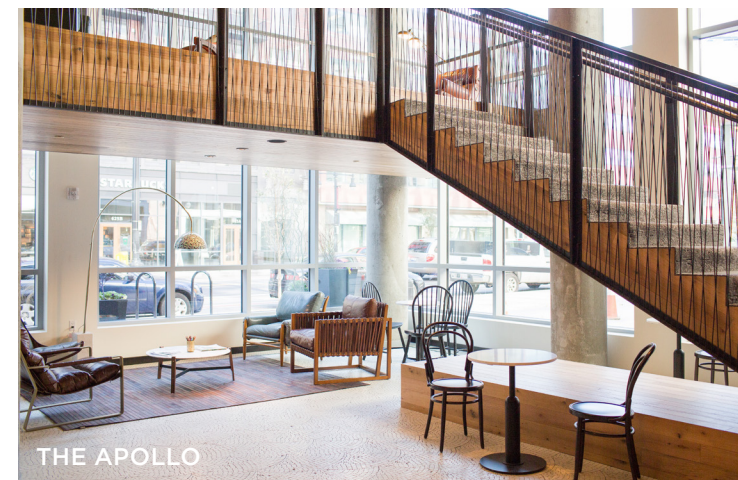
Courthouse sections of Arlington, VA

- Acquired 2010
- 67 Apartments Completed 2013
- Sold in 2013

Buchanan Park

Capitol Hill, DC

- New Construction of 41 Townhomes
- Received BZA approval from DC
- Currently under construction with first phase delivering Summer, 2017



THE APOLLO



SHELBY

Lockwood Apartments

Capitol Hill, DC

- 145 Apartments
- Received DUD Approval in 2016
- Construction starting in 2017

7272 Wisconsin Avenue

Downtown Bethesda, MD

- 440 Apartments
- Partnership with Carr Properties
- Currently in design; Construction starting in 2017

Additional projects where Insight team members have created quality buildings and a distinctive sense of place include:

The Metropolitan at Pentagon City
Midtown Reston Condominiums
Metropolitan at Reston Town Center
Flats 130 at Constitution Square in NOMA
70 Eye Street, SE in the Navy Yard
First & M in NOMA
The Odyssey Condominiums in Arlington



LOCKWOOD APARTMENTS

ZONING AND COMPREHENSIVE PLAN MAPS

